

# CableFAX Daily™

Friday — September 26, 2008

What the Industry Reads First

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## Green(er) Pastures: CableLabs CEO Green to Leave in '09

As soon as **CableLabs** announced that pres/CEO *Dick Green* would retire in Dec '09 when his contract expires, tongues started clacking about who might replace the well-respected technologist. The board's got plenty of time to hone in on a candidate. Green has been with the research and development consortium for 20 years, serving as its first and only CEO. Next month, he will be inducted into the **Cable Hall of Fame** in Denver. We sat down with him recently, before his retirement announcement, and asked him to reflect on his life in cable. **So, it's about time you got inducted into the Hall of Fame.** I was really surprised, and it's quite an honor. **Considering the technology revolution taking place in cable, do you think we'll see more technologists as inductees?** I think the Hall of Fame ought to be strictly merit. So I don't think there should be a specific formula. But it's very heartening to see the technical side being recognized in the last few years. **What are the biggest tech issues the industry faces in 2009?** '09 is about execution... getting DOCSIS 3.0 deployed and using the **tru2way** platform to encourage innovation and development to push the industry ahead competitively. **Isn't it unusual to have so many cable tech initiatives converging all at once?** There are dynamics going on now that we haven't seen before. Certainly on that list of things is competition. Telephone companies doing video and competing is a really important development, which has to be addressed in the competitive marketplace. I think it was just by accident that DOCSIS 3.0 came out just at the same time that tru2way did. We didn't plan it that way. But it came out of the chute at the same time, which puts extra pressure on MSOs to deploy and execute on it. That was an unusual situation. But it's the pressures of competition and a changing market. People are watching television differently, and we need to address that. The rate of change is much accelerated over what it was 5 years ago. **More from the interview on Cable360.net.**

**At the Portals:** FCC chmn *Kevin Martin's* list of items proposed for the Oct 15 **FCC** meeting include one aimed at giving low-power TV stations the opportunity to become full-power stations, which would thus give them must carry status with cable ops. He first floated the proposal last Feb as a way to increase the number of minority voices. The FCC would judge requests for full-power status individually and certain responsibilities, including children's programming obligations, would have to be met. The proposal is an NPRM, meaning the FCC would take comments on the idea. "Just this week, Congress reminded the FCC of its significant challenges in the face of the looming digital TV transition. So we are surprised that the Chairman again wants to distract the Commission and throw a monkey wrench into its transition efforts by tinkering with the law and imposing unnecessary and unconstitutional requirements," an **NCTA** spokesman said, arguing such rules "would violate the constitution and Congress' intent while jeopardizing the wide diversity of programming that is already available on cable systems nationwide."

**FCC To Do List:** Members of the House Commerce committee, led by Reps *Ed Markey* (D-MA) and *John Dingell* (D-MI) are calling on the **FCC** to take immediate actions to ensure that consumers aren't left behind when broad-



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casts switch to digital Feb 17. The list includes: establishing a public/private/non-profit sector information campaign on the need for new antennas or adjustments to existing ones; expand the FCC's call center and encourage Americans to buy and install converter boxes now to resolve problems. 13 members signed the letter, including Reps *Heather Wilson* (R-NM) and *Barbara Cubin* (R-WY).

**Online Advertising:** With Congress already helping drive nails into ad firm **NebuAd's** coffin, the Sen Commerce Committee took one more crack at online advertising Thurs. The gist: big broadband providers testifying, **Verizon**, **AT&T** and **Time Warner Cable**, said they support opting-in for using customer data to target ads. The fact that customers had to opt-out instead of opt-in to NebuAd's targeting was one of lawmakers' big concerns. Time Warner Cable chief strategy officer *Peter Stern* said targeting advertising would only take place on the MSO's network if customers consented and were informed what it would mean. "We think that the harm that you've raised is one that customers will be able to evaluate and weigh against the benefits that they'll enjoy by being able to see more relevant ads," he told Sen *Byron Dorgan* (D-ND). Time Warner has not engaged in any online, targeted advertising.

**Retrans Row:** **ACA** pointed Thurs to retrans complaints by small ops as evidence that broadcasters have "unrestrained market power" over small ops derived through federal laws and regulations. Small LA op **Trust Cable TV**, who had systems impacted by Hurricane Gustav, told the FCC that during the emergency a rep from broadcasters **WGMB** and **WVLA** "slapped Trust with a take it or leave it retransmission consent offer, then jerked the offer on a few hours notice, in clear disregard of the Commission's good faith negotiation obligations." According to the complaint, a draft offer came from rep *Duane Lammers* from the broadcasters Aug 15 and was withdrawn Sept 16 after Lammers informed the op it had until COB to respond. Lammers called the complaint "frivolous," saying he's had good conversations with Trust and that it has a contract that's valid through the end of the year. "I said that offer is off the table. That doesn't mean there wouldn't be another one," Lammers said. Trust, which serves about 2300 subs in LA and MS, is asking for an emergency stay to keep the stations from pulling their signals until it can fully recover from the storm. The 2 stations are owned by **ComCorp of Baton Rouge** and **Knight Broadcasting**, subsidiaries of **Communications Corp of America**. Other retrans complaints have been filed by **Baja Broadband** against **KSTM** of El Paso (also controlled by CCA) and **Paul Bunyan** against **Granite's KRIL** and **KBJR** and **Malara's KDLH**.

**Carriage:** Add **Charter** to the large list of companies reupping their distribution agreements for **Hallmark Channel** and **Hallmark Movie**. The deal completes Hallmark's renewals with major distributors, with **Comcast**, **DirecTV** and **Time Warner Cable** among those with pacts. -- **Time Warner Cable** launched **CBS College Sports Net** in the Dallas area.

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# BUSINESS & FINANCE

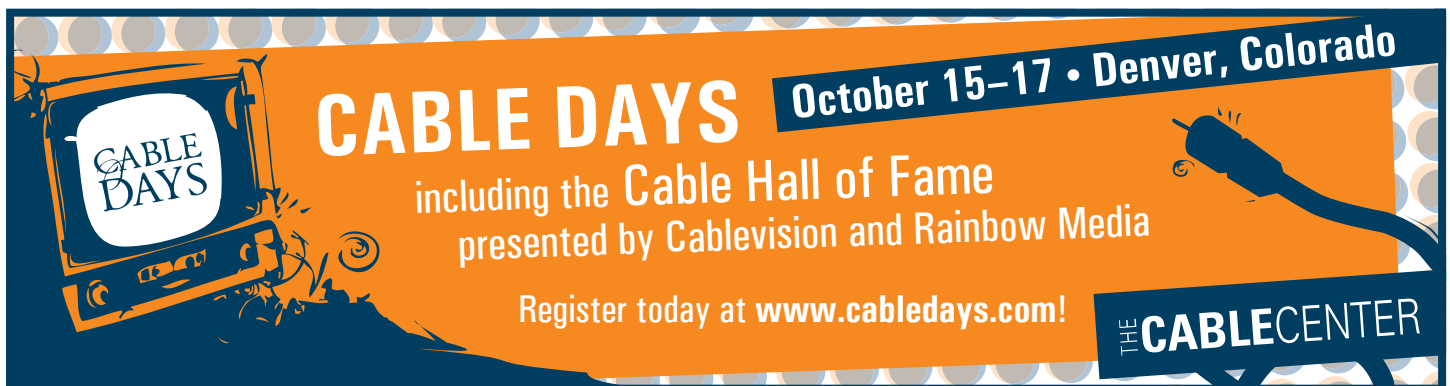
**On The Hill:** DC gets it right sometimes. After 12 years of advocacy by **Lifetime** and others, the House on Thurs approved 421-2 a bill letting women and their doctors (not insurance companies) decide whether they'll stay in the hospital for 2 nights after a mastectomy. The net collected 23mln signatures in favor of the measure at lifetime.com. The Senate is next. Lifetime was in DC Thurs to screen "Living Proof," its newest breast cancer original film (Oct 18 debut).

**Technology:** SlingMedia's new **Slingbox Pro-HD** allows for streaming of high-def content from a TV to a computer in and around the house.

**Business/Finance:** Although **NBCU** continues to perform well, **GE** lowered its 3Q and full-year guidance Thurs and suspended stock buybacks, citing pressure in its financial services div due to market weakness and volatility. -- Headed by **Cablevision's** 3rd-largest outside shareholder **Mario Gabelli**, **Gamco Investors** said it's considering gauging certain individuals' interest and qualifications to serve on the boards of 12 public companies including **CVC**. -- **Turner's GameTap** has merged with European counterpart **Metaboli** to create a global online gaming service under the GameTap brand. -- **JK&B Capital** has joined with **Goldman Sachs** and **SunAmerica Ventures** in Series C funding for Verimatriz, a content security firm for pay TV nets.

## CableFAX Daily Stockwatch

Company	09/25 Close	1-Day Ch	Company	09/25 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
ALCATEL LUCENT:	4.40	(0.04)	AMDOCS:	26.62	0.23
BRITISH SKY:	31.50	0.58	AMPHENOL:	43.36	(0.27)
DIRECTV:	26.23	0.82	APPLE:	131.93	3.22
DISNEY:	32.47	0.70	ARRIS GROUP:	8.07	0.15
ECHOSTAR:	24.06	0.20	AVID TECH:	23.48	(0.23)
GE:	25.68	1.09	BIGBAND:	3.65	0.12
HEARST-ARGYLE:	22.69	0.23	BLNDER TONGUE:	1.16	(0.04)
ION MEDIA:	1.44	0.00	BROADCOM:	19.47	0.08
NEWS CORP:	13.28	0.53	C-COR:	11.00	0.00
<b>MSOS</b>					
CABLEVISION:	26.92	0.82	CISCO:	23.48	0.68
CHARTER:	0.89	0.04	COMMSCOPE:	37.13	0.06
COMCAST:	19.90	0.72	CONCURRENT:	5.77	(0.18)
COMCAST SPCL:	19.79	0.69	CONVERGYS:	15.55	0.67
GCI:	9.47	0.18	CSG SYSTEMS:	18.36	0.71
KNOLOGY:	8.87	0.04	ECHOSTAR HOLDING:	26.90	(0.05)
LIBERTY CAPITAL:	14.02	0.46	GOOGLE:	439.60	4.49
LIBERTY ENT:	25.71	0.86	HARMONIC:	8.52	0.11
LIBERTY GLOBAL:	30.66	0.33	JDSU:	8.64	0.32
LIBERTY INT:	13.71	(0.03)	LEVEL 3:	2.93	(0.1)
MEDIACOM:	6.91	(0.38)	MICROSOFT:	26.61	0.89
SHAW COMM:	21.16	0.45	MOTOROLA:	7.87	0.37
TIME WARNER CABLE:	25.35	0.06	NDS:	56.95	0.60
VIRGIN MEDIA:	8.28	(0.04)	NORTEL:	2.40	(0.08)
WASH POST:	570.00	0.50	OPENTV:	1.52	0.03
<b>PROGRAMMING</b>					
PHILIPS:	29.72	1.26	RENTRAK:	14.08	0.24
CBS:	15.24	0.52	SEACHANGE:	9.34	0.20
CROWN:	4.99	(0.09)	SONY:	32.23	0.74
EW SCRIPPS:	7.61	0.58	SPRINT NEXTEL:	6.94	0.30
GRUPO TELEVISA:	22.61	0.66	THOMAS & BETTS:	41.19	0.97
HSN:	11.54	0.39	TIVO:	7.32	0.23
INTERACTIVE CORP:	16.99	0.00	TOLLGRADE:	4.48	0.12
LIBERTY:	42.24	1.58	UNIVERSAL ELEC:	26.08	0.24
LODGENET:	2.73	0.06	VONAGE:	1.08	0.00
NEW DISCOVERY:	16.25	(0.35)	YAHOO:	19.20	0.05
NEW FRONTIER:	2.91	(0.04)	<b>TELCOS</b>		
OUTDOOR:	8.39	0.25	AT&T:	30.07	1.09
PLAYBOY:	3.90	(0.03)	QWEST:	3.61	0.17
RHI:	12.45	(0.03)	VERIZON:	32.05	0.77
SCRIPPS INT:	40.29	0.79	<b>MARKET INDICES</b>		
TIME WARNER:	14.24	0.28	DOW:	11022.06	196.89
VALUEVISION:	2.10	(0.1)	NASDAQ:	2186.57	30.89
VIACOM:	25.66	0.78	<b>TECHNOLOGY</b>		
WWE:	15.20	0.14	3COM:	2.24	0.06
<b>TECHNOLOGY</b>					
ADC:	9.44	(0.07)	ADDVANTAGE:	2.87	(0.13)



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**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**And the Winner Is...**

The race for dominance among cable news nets this election year is tooth-and-nail, but **Turner's** recent analysis of **Nielsen** data shows that news content competition between broadcast and cable may be equally intense. Counting 4 days of DNC coverage during the crucial 10pm hour, for example, **CNN** (5.65mIn) led **NBC** (5.49mIn), **ABC** (4.64mIn), **CBS** (3.70mIn), **Fox News** (3.34mIn) and **MSNBC** (2.78mIn) in total viewers. The cable triumvirate collectively tallied 11.77mIn total viewers during the period compared to the broadcasters' 13.83mIn, numbers that correspond to the broads earning 54% of the "vote." The race was far tighter during 10pm RNC coverage, although it must be noted that the corresponding data includes only 2 coverage nights for NBC and CBS versus 3 nights for the other nets. With that in mind, Fox News (8.20mIn) won the total viewers title over NBC (6.55mIn), ABC (4.86mIn), CNN (4.75mIn), CBS (4.05mIn) and MSNBC (2.47mIn)—for a virtual dead heat race of 15.46mIn to 15.42mIn in favor of the broads. When adding 3rd-night viewers for NBC and CBS by assuming equal viewership across all nights, however, the broads' total jumps by 5.28mIn, giving them 57% of the vote. Perhaps the best donkeys-to-donkeys comparison stems from the cited DNC coverage. After jettisoning respective laggards MSNBC and CBS (Hillary and Mitt?), CNN and Fox News combined for 9mIn viewers while NBC and ABC co-produced 10.13mIn. Or, as *Brian Williams* or *Wolf Blitzer* might say: broads narrowly win with 53% of the vote. As for YOY total 3Q viewership growth among cable news combatants, MSNBC (42%) won in total day over CNN (37%) and Fox News (36%) while CNN (56%) emerged victorious in prime over MSNBC (54%) and Fox News (52%). But no matter your particular horse, this trending is fantastic for cable, and when combined with the cable/broad donnybrook makes for a compelling pair of races within the Presidential race. *CH*

**Highlights:** "Californication," season II premiere, Sun, 10pm, **Showtime**. Each ep in season 1 included a moment of brilliant writing. It seems season II will be even better, though Showtime's gambling by toning down *David Duchovny's* curmudgeonly character, Hank. The rabble-rouser has become a domesticated capon (you'll see). Not to worry, though. Hank has **HBO's** *Larry David's* dubious talent for boneheaded moves. -- "Shea Goodbye," Sat, 8:30pm, **SNY**. We're biased, but SNY and MLB have crafted a lovely ode to Shea Stadium, which will close Sun unless the Mets advance to the play-offs. Regardless, this short doc wins big as it crams in a bevy of memories, most caught on film. Also impressive are new and older interviews beautifully woven together. *SA*

**Worth a Look:** "Weird Connections," Tues, 10pm, **Science**. An amusing science series that tonight explores geckos' sticky hair. Who knew? -- "Life and Times of Tim," pilot, Sun, 11pm, **HBO**. Hilarious adult cartoon about a hapless guy. *SA*

**Notable:** "Dexter," season III premiere, Sun, 9pm, **Showtime**. The feel-good series about murder returns. -- "Taxi to the Dark Side," Mon, 9pm, **HBO**. Oscar winning doc about abuses at Abu Ghraib and Guantanamo Bay prisons. *SA*

Basic Cable Rankings			
(9/15/08-9/21/08)			
Mon-Sun Prime			
1	ESPN	3.3	3265
2	FOXN	2.3	2159
3	TNT	2	1943
4	USA	1.9	1877
5	DSNY	1.8	1728
6	NAN	1.4	1409
7	TBSC	1.3	1294
7	LIFE	1.3	1237
9	CNN	1.1	1109
9	A&E	1.1	1038
9	TOON	1.1	1024
9	HALL	1.1	924
13	HGTV	1	939
13	SCIF	1	930
13	FX	1	922
13	MSNB	1	910
17	SPK	0.9	885
17	TRU	0.9	782
19	CMDY	0.8	802
19	DISC	0.8	788
19	FAM	0.8	778
19	ESP2	0.8	766
19	AMC	0.8	758
19	HIST	0.8	733
19	BRAV	0.8	705
26	TLC	0.7	686
26	LMN	0.7	490
28	VH1	0.6	627
28	FOOD	0.6	614
28	MTV	0.6	609
28	HLN	0.6	568
28	TVLD	0.6	543
28	NOGG	0.6	391
34	BET	0.5	406
35	APL	0.4	415
35	EN	0.4	388
35	TTC	0.4	340
35	OXYG	0.4	329
35	NGC	0.4	285
35	SOAP	0.4	285
35	WE	0.4	261
42	CMT	0.3	292
42	GSN	0.3	233
42	WGNA	0.3	228
42	DHLT	0.3	206
42	SPD	0.3	190

\*Nielsen data supplied by ABC/Disney

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**Advertising contacts:**

Debbie Vodenos, Publisher (301) 354-1695  
 or [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com)  
 Erica Gottlieb, Account Manager (212) 621-4612  
 or [egottlieb@accessintel.com](mailto:egottlieb@accessintel.com)

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